

SWISS AQUATICS DESIGN MANUAL

LOGO

swiss aquatics 

swiss aquatics 

swiss aquatics 

swiss aquatics 

swiss aquatics 

LOGO

Verband

swiss aquatics 

swiss aquatics 

 Member

swiss aquatics 
education

 Member

Sportarten

swiss aquatics 
swimming

swiss aquatics 
water polo

swiss aquatics 
diving

swiss aquatics 
artistic swimming

Regionalverbände

swiss aquatics 
ostschweiz

swiss aquatics 
svizzera italiana

swiss aquatics 
suisse romande

swiss aquatics 
zentralschweiz ost

swiss aquatics 
zentralschweiz west

Programme

swiss aquatics 
education

swiss aquatics 
learn to swim

swiss aquatics 
friends program

swiss aquatics 
play with the ball

LOGO

Partner Of
Member of
Powerd by
Licensed by


Bezeichnungen

swiss aquatics 

A Member of Swiss Olympic Association

SUBLINE

Lange Bezeichnungen mit Schriftgrösse (Buchstabe A) 2 Einheiten hoch

A In collaboration with
swiss aquatics 

TOPLINE

Kurze Bezeichnungen mit Schriftgrösse (Buchstabe A) 3 Einheiten hoch

swiss aquatics 
A Expert

GROSSE SUBLINE

Grosse Subline mit Schriftgrösse (Buchstabe A) 10 Einheiten hoch

FARBEN



ROT

C: 0 R: 227
M: 100 G: 0
Y: 100 B: 46
K: 0

Pantone #e2002d
185 C
2035 U



BLAU

C: 87 R: 41
M: 79 G: 54
Y: 7 B: 94
K: 25

Pantone #28355e
2766 U
5265 C



AQUA

C: 24 R: 171
M: 0 G: 191
Y: 7 B: 192
K: 10

Pantone #aabfc0
7542 U
7542 C



SCHWARZ

C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100

Pantone #000000
Black U
Black C

Hind Light

Hind Regular

Hind Medium

Hind Semibold

Hind Bold

Hind is an Open Source typeface supporting the Devanagari and Latin scripts. Developed explicitly for use in User Interface design, the Hind font family includes five styles. Hind's letterforms have a humanist-style construction, which is paired with seemingly monolinear strokes. Most of these strokes have flat endings: they either terminate with a horizontal or a vertical shear, rather than on a diagonal. This helps create clear-cut counter forms between the characters. In addition to this, Hind's letterforms feature open apertures. The entire typeface family feels very legible when used to set text.

The Devanagari and Latin script components are scaled in relation to each other so that the Devanagari headline falls just below the Latin capital-height. In other words, the Devanagari base characters are 94% as tall as the Latin uppercase. Text set in the Devanagari script sits nicely alongside the Latin lowercase, too. Hind's Devanagari vowel marks take forms that tends toward the traditional end of the design spectrum, while the knotted terminals inside of the base characters feature a treatment that appears more contemporary.

Each font in the Hind family has 1146 glyphs, which include hundreds of unique Devanagari conjuncts. These ensure full support for the major languages written with the Devanagari script. The Latin component's character set is a basic western one, which enables typesetting in English and the other Western European languages. Hind is a solid choice for UI design, and a wise selection for electronic display embedding.

Manushi Parikh designed Hind for the Indian Type Foundry, who first published the fonts in 2014.

TYPOGRAFIE

Headlines

Schrift: Hind Medium

Schriftgröße: 24 Pt

Zeilenhöhe: 36 Pt

Laufweite ID: 120

Zeichenabstand Word: 2.9 Pt.

**INCIIST RESTIBIT
QUIAME QUATIO**

Title

Schrift: Hind Medium

Schriftgröße: 16 Pt

Zeilenhöhe: 24 Pt

Laufweite ID: 120

Zeichenabstand Word: 1.9 Pt.

**LUPTATUR. GIT VOLESTO
QUI NATAQUAE ET PORIAS**

Lead

Schrift: Hind Medium

Schriftgröße: 9 Pt

Zeilenhöhe: 14 Pt

Laufweite ID: 120

Zeichenabstand Word: 0.7 Pt.

**BUSANT HILIGNAM, SINUS. MO MA SIMA ILIS ET
ACCATIO MAIO. CONSED QUAM AUT NIMUS.
IGNITATIANT OPTIBUS ET EAQUAT LA INTO IUS.
RUM IPSA PLICAT OFFICIUM AS ES DOLUPTAS
ALIBS NOST, NIS RESTRUM**

Lead

Schrift: Hind Medium

Schriftgröße: 10 Pt

Zeilenhöhe: 15 Pt

Laufweite ID: 120

Zeichenabstand Word: 0.7 Pt.

**BUSANT HILIGNAM, SINUS. MO MA SIMA
ILIS ET ACCATIO MAIO. CONSED QUAM AUT
NIMUS.IGNITATIANT OPTIBUS ET OFFICIUM
AS ES DOLUPTAS ALIBS NOST, NIS RESTRUM**

Subtitle

Schrift: Hind Light

Schriftgröße: 9 Pt

Zeilenhöhe: 14 Pt

Laufweite ID: 80

Zeichenabstand Word: 0.7 Pt.

OBIST FUGIT LA VOLORE

Subtitle

Schrift: Hind Light

Schriftgröße: 10 Pt

Zeilenhöhe: 15 Pt

Laufweite ID: 80

Zeichenabstand Word: 0.7 Pt.

OBIST FUGIT LA VOLORE

Lauftext

Schrift: Hind Light

Schriftgröße: 10 Pt

Zeilenhöhe: 14 Pt

Laufweite ID: 0

Zeichenabstand Word: 0 Pt.

Assitio reperatus iuntempost, sum earum volorectiis volenti
occum cor aut lamust, volupta tecae. Dolum soloratur rernat
velecus doluptatios ant porro blabo. Nam ea dem. Harciis mi, si
doluptat inisi cum seque num et vel iur aspidus remquun
ducidendit,.

Lauftext

Schrift: Hind Light

Schriftgröße: 10 Pt

Zeilenhöhe: 15 Pt

Laufweite ID: 0

Zeichenabstand Word: 0 Pt.

Assitio reperatus iuntempost, sum earum volorectiis
volenti occum cor aut lamust, volupta tecae. Dolum
soloratur rernat velecus doluptatios ant porro blabo.
Nam ea dem. Harciis mi, si doluptat inisi cum seque
num et vel iur aspidus remquun ducidendit,.

1 Leerzeile

1. TITEL

Assitio reperatus iuntempost, sum earum volorectiis volenti occum cor aut lamust, volupta tecae. Dolum soloratur rernat velecus doluptatios ant porro blabo. Nam ea dem. Harciis mi, si doluptat inisi cum seque num et vel iur aspidus remquun ducidendit,.

2 Leerzeile

1 Leerzeile

2. TITEL

Assitio reperatus iuntempost, sum earum volorectiis volenti occum cor aut lamust, volupta tecae. Dolum soloratur rernat velecus doluptatios ant porro blabo. Nam ea dem. Harciis mi, si doluptat inisi cum seque num et vel iur aspidus remquun ducidendit,.

2 Leerzeile

1. TITEL

0 Leerzeile

1.1 UNTERTITEL

Assitio reperatus iuntempost, sum earum volorectiis volenti occum cor aut lamust, volupta tecae. Dolum soloratur rernat velecus doluptatios ant porro blabo. Nam ea dem. Harciis mi, si doluptat inisi cum seque num et vel iur aspidus remquun ducidendit,.

2 Leerzeile

0 Leerzeile

1.2 UNTERTITEL

Assitio reperatus iuntempost, sum earum volorectiis volenti occum cor aut lamust, volupta tecae. Dolum soloratur rernat velecus doluptatios ant porro blabo. Nam ea dem. Harciis mi, si doluptat inisi cum seque num et vel iur aspidus remquun ducidendit,.

2 Leerzeile

1. TITEL

1 Leerzeile

0 Leerzeile

1.1 UNTERTITEL

1.1.1 UNTERTITEL

Assitio reperatus iuntempost, sum earum volorectiis volenti occum cor aut lamust, volupta tecae. Dolum soloratur rernat velecus doluptatios ant porro blabo. Nam ea dem. Harciis mi, si doluptat inisi cum seque num et vel iur aspidus remquun ducidendit,.

2 Leerzeile

0 Leerzeile

1.1.2 UNTERTITEL

Assitio reperatus iuntempost, sum earum volorectiis volenti occum cor aut lamust, volupta tecae. Dolum soloratur rernat velecus doluptatios ant porro blabo. Nam ea dem. Harciis mi, si doluptat inisi cum seque num et vel iur aspidus remquun ducidendit,.

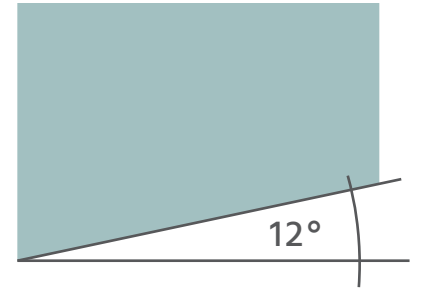
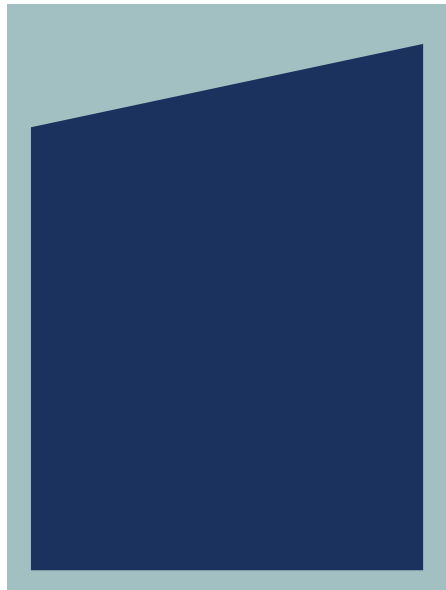
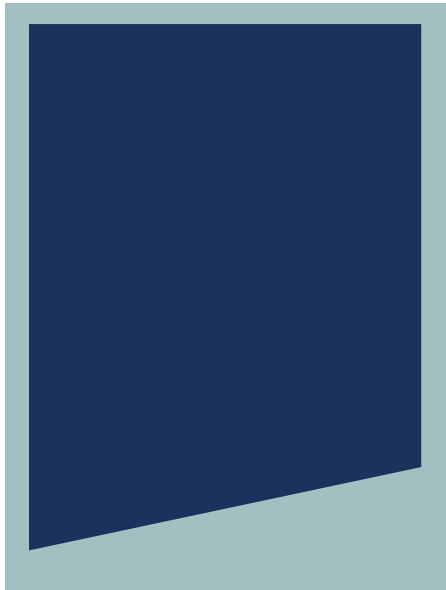
Headlines
Schrift: Hind Bold
Laufweite: 100
Winkel: 12°

SCHOOL GUIDE

Sublines
Schrift: Hind Light
Laufweite: 100
Winkel: 12°

IHR WEGWEISER

FORMEN



FORMEN

Verlauf
Farb-Deckkraft: 0% - 100%



Verlauf
Farb-Deckkraft: 0% - 100%

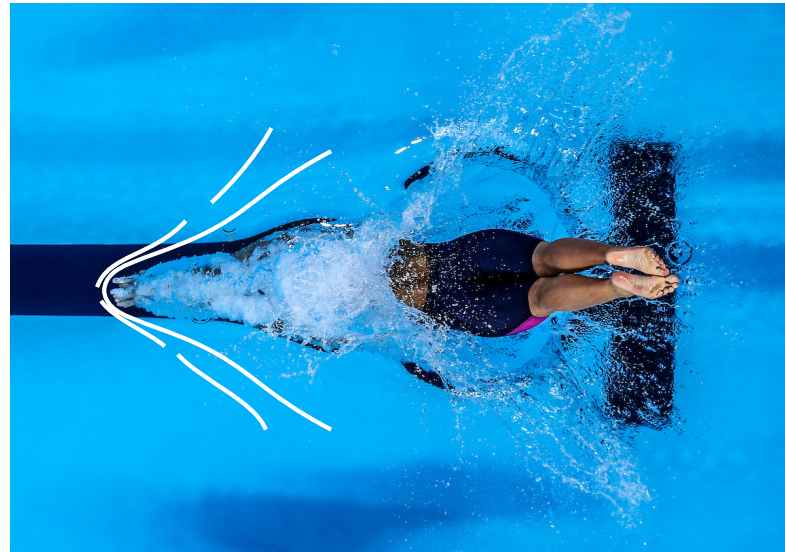


ILLUSTRATION



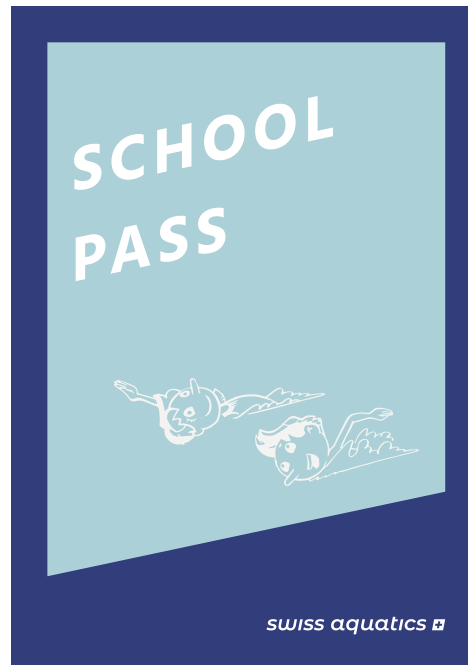
Linien-Illustration
Linienfarbe: Weiss

ILLUSTRATION AUF BILD



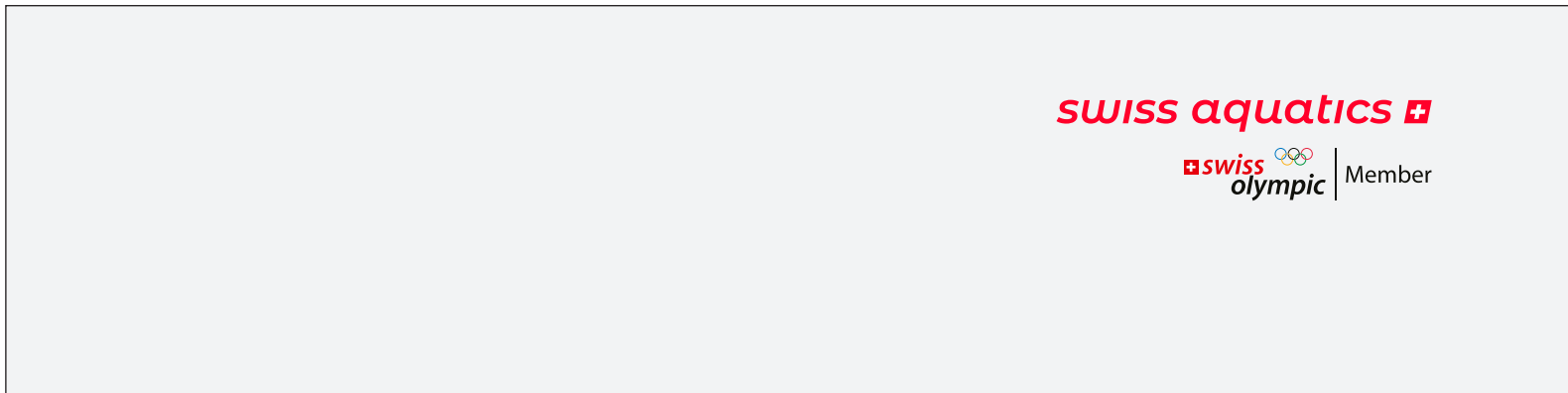
Linien-Illustration zur Verstärkung der Dynamik
Linienefarbe: Weiss

ILLUSTRATION TINA, TIM, BOBBY

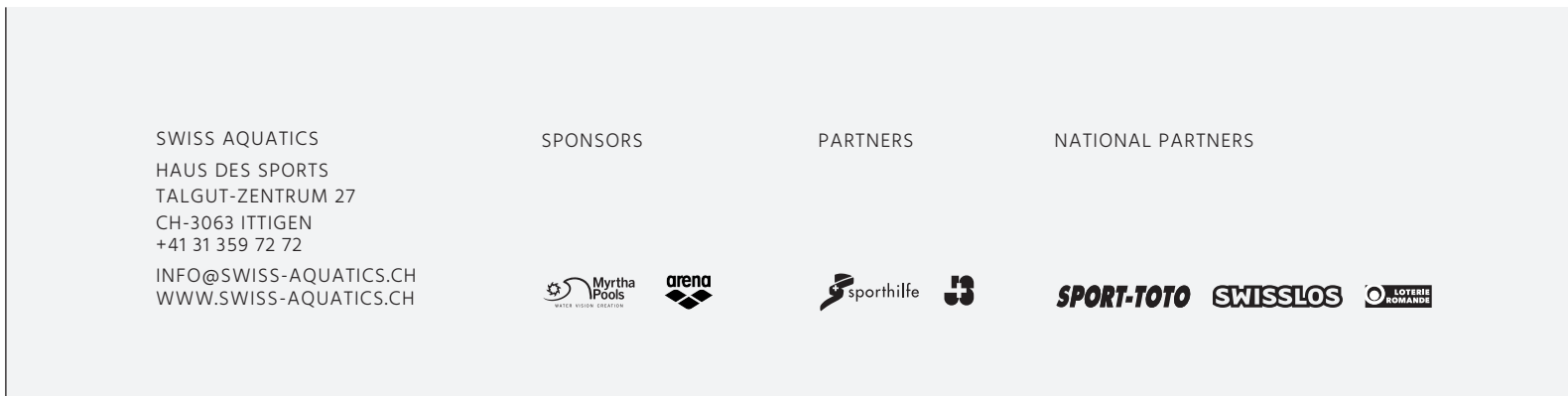


Illustrationen einfarbig weiss für Titelseiten
Bsp. Pässe

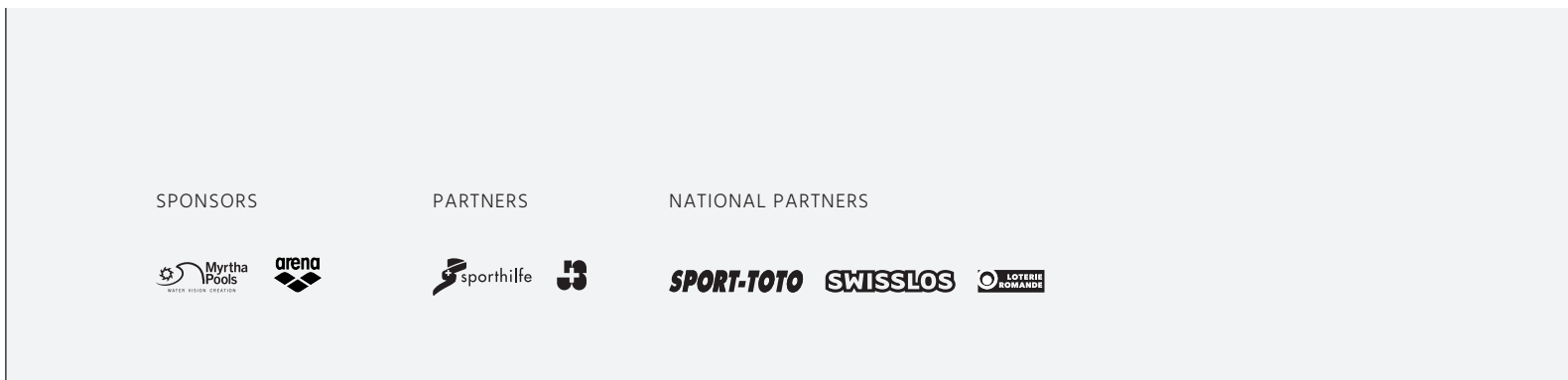
KOPF-/FUSSZEILEN



Kopfzeile



Fusszeile Brief



Fusszeile Dokument

VISITENKARTE

swiss aquatics 

Personalien

- Name
- Position
- Email
- Mobile/Telefon

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Angaben Swiss Aquatics

LABEL DIGITAL



Label
Schwimmschule



Label
Stützpunkt

TAFEL PRINT

Titel

Untertitel
Name / Ort

Quality/Licence Sticker



Tafel
Stützpunkt

Titel

Untertitel
Name / Ort

Quality/Licence Sticker



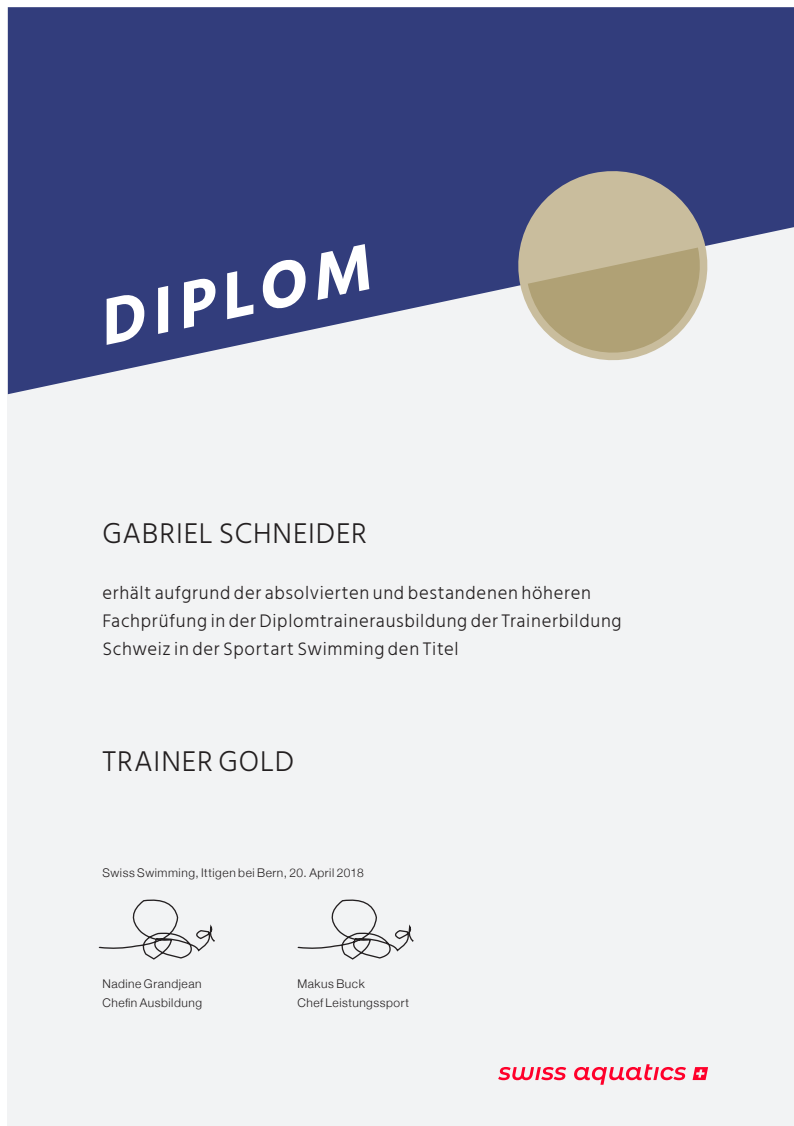
Tafel
Schwimmschule

DIPLOME

Name

Beschreibung

Titel
z.B Trainer,
Ehrenmitglied,
Homologierung



Diplom Gold



Diplom Silber



Diplom Bronze

tale